

**PERMINTAAN KONSUMEN RUMAHTANGGA TANI
TERHADAP KUALITAS BAHAN PANGAN POKOK
DI DAERAH ISTIMEWA YOGYAKARTA**

*Consumer of Farmer Households Demand for The Quality of Foodstuffs in
The Special Region of Yogyakarta*

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ABSTRACT

There are many different kind of foodstuffs consumed by people in the special region of Yogyakarta. It is not true to think that foodstuff is identical with rice, because the inhabitants in certain areas also consume cassava and corn as substitute food of rice. However the consumption of rice is actually much more dominant compared to those of others (cassava and corn). This indicates that it seems necessary to study the attitudes and the trends of the farmers to the quality characteristic varieties of rice, cassava and corn. The objectives of the research to determine the affect of the foodstuff characteristic to the prices by using the hedonic price model. The result of the analysis show that the consumption of rice was affected by the tastes, colors of rice, and the preferences, Meanwhile the consumption of cassava was influenced by the tasted and colors, and the consumption of corn was influenced by the variety of tastes, colors and the preferences.

Keywords : Hedonic price, Foodstuffs